

Message Text

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73

ORIGIN ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 USIA-15 RSC-01 /034 R

DRAFTED BY ARA/CAR/G:DCNORTON:RC

APPROVED BY ARA/CAR:JRBURKE

COMMERCE:JGARNER(PHONE)

USIA:WROGERS (PHONE)

ARA/ECP:ECOHEN (DRAFT)

----- 092182

R 172131Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY GEORGETOWN

UNCLAS STATE 276238

E.O. 11652: N/A

TAGS: ETRD GY US

SUBJECT: FY 75 COMMERCIAL ACTION PROGRAM (CAP) FIRST
QUARTERLY REVIEW

REF: A. GEORGETOWN A-105

B. GEORGETOWN A-66 ;

1. WASHINGTON ACTION STAFF (W.A.S.) MET NOVEMBER 27 TO
REVIEW POST'S FIRST QUARTER ACTIVITIES IN SUPPORT OF FY 75
GUYANA CAP. IN VIEW OF DIFFICULTIES ENCOUNTERED BY EMBASSY
IN SEEKING TO IMPLEMENT CAMPAIGNS 1 AND 2, W.A.S. CONCURS
IN THE MODIFICATIONS PROPOSED IN REPAIR A. WE ARE
ESPECIALLY PLEASED THAT EMBASSY HAS UNDERTAKEN A NEW
CAMPAIGN ON PROMOTION OF FOOD PROCESSING EQUIPMENT WHICH
APPEARS TO BE WELL CONCEIVED AND PROMISING.

2. FOLLOWING ARE ACTIONS BEING TAKEN HERE TO ASSIST EMBASSY
IN IMPLEMENTING CAP:

--CAMPAIGN ONE, ACTION TWO. USIA HAS REVIEWED AID FILM LOAN
CATALOGUE OF FEB 1974 AND HAS IDENTIFIED THREE FILMS
BELIEVED APPROPRIATE FOR POST'S USE AND THAT CAN BE OBTAINED
THROUGH AID CHANNELS. A LIST OF APPROPRIATE FILMS OBTAIN-
ABLE THROUGH COMMERCIAL CHANNELS WILL ALSO BE FORWARDED
BY USIA.

-- NEW CAMPAIGN 4 - ACTION THREE - USDOC HAS CONTACTED FOOD
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PROCESSING MACHINERY AND SUPPLIES ASSOCIATION AND REQUESTED

THAT APPROPRIATE PROMOTIONAL MATERIALS BE FORWARDED FOR POST'S USE.

3. W.A.S. RECOMMENDS THAT POST RECONSIDER ITS DECISION NOT TO MOUNT A SURVEY CAMPAIGN THIS YEAR. EXPERIENCE HAS DEMONSTRATED THE VALUE OF SUCH SURVEY CAMPAIGNS IN IDENTIFYING TARGET PRODUCTS FOR FUTURE CAP EMPHASIS. AS EXPLAINED IN STATE A-4304, THE SURVEY CAMPAIGN IS

SIMPLY A SERIES OF PROBES INTO A FEW SELECTED SECTORS TO DETERMINE WHICH, IF ANY, SHOULD BE THE SUBJECT OF FUTURE CAMPAIGNS.

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